

The Japanese Beauty Fad Has Struck London Hard



Every Hair Should Be Pricked Out With the Electric Needle.

By MARIAN MARTINEAU.

"LIFT my eyebrows a trifle, massage my skin until it is very smooth and try to make my chin a Japanese oval," directed a certain well known young American duchess of her masseuse. "And do not forget to curl my eyelashes."

The masseuse set to work, and with patient fingers, molded and remolded the delicate chin, giving it the soft, round Japanese contour which is the pride of the Oriental beauty.

"Make my chin perfectly hard and firm, not soft and flabby," directed the duchess.

And the masseuse responded, "I have a lotion for that purpose, madame." "I want to look young and plump. I am too scrawny," said the beauty.

And the masseuse replied, "For that I have a plumping cream." "And by the way, have you bought a supply of Japanese scents? You know my hair must have the Oriental odor. There must be just the very faintest suspicion of quince blossoms on my locks; not heavy, but quite perceptible."

And again the masseuse responded that she had done so, exhibiting, as she spoke, a box of scents.

Contented, the duchess sank back in her easy chair while the masseuse, with patient fingers, did that which anybody could do if she would take the time and have the patience. She stroked and molded the chin, dashing it with the hot and cold water to make it firm. She massaged the cheeks upward, and she stroked the wrinkles at the corners of the eyes away. She used a fragrant cream, spattering it into the face by steady pats until the skin was redolent with it. And for the chin she had a softer cream, just as fragrant as the other. It took a long time, but it was very satisfactory.

When she had finished the duchess looked at herself and sighed. "If only I could always look like that," she said. "Madame must have it done daily," said the masseuse.

The Japanese beauty fad has struck London hard, and it is said to have originated in a newspaper office. To the editor of a certain newspaper there recently came this letter, which is said to have been written by a German prince:

The Letter of a Prince.

"All my life I have been looking for my ideal woman. At last I have found her. She is a brunette, with smooth, shining hair, black as a raven's wing. Her eyes are dark as night, yet they shine so that they look blue. She is short, and her cheeks are brown, with a little red showing through them. Her lips are cherries, and her teeth are pearls. Her voice is low and sweet, and she talks little. She has the gift of silence."

This is the Japanese beauty. There is no mistaking the type and the Western world has fallen in love with her. The letter created a wide discussion and the Japanese beauty was proclaimed the loveliest. England has long been familiar with this beauty, but she has only just penetrated to the Western world. She is delightful to the eye and to the senses and both men and women like her. The men may be excused for calling her their "ideal," for she is truly such.

Society women have become Japanese crazy. At a recent society function half the guests present were dressed exclusively in Japanese silks. Japanese

crepes and Japanese embroideries. All were Oriental jewelry or Oriental trimming in one form or another.

As for the style of dress, the manner of sashing the waist, the method of drapery and the smaller appointments of dress, they were Japanese to the last degree. Truly the Oriental fad has fallen upon the world of women. And, it may be said, to their great improvement. But it is the Japanese complexion which women like the best of all.

The American woman who wants to be truly Japanese must strive for these things:

A perfectly smooth complexion. A little healthy tan in summer.

A good wholesome wind-burn in winter.

Long, dark, curling lashes.

Eyebrows that are level, and, if she wants to be very Japanese, eyebrows that slope slightly upward. But this is not quite as desirable as level brows. She should strive for level, delicate eyebrows.

An oval skin that has not a suspicion of fat upon it but is round and almost babyish in its outlines.

A low wide forehead from which the hair can be thrown back in glossy masses.

And she must strive to attain the Japanese air, serene, smiling, quiet, and happy.

There is a woman in London who is teaching English society women how to be Japanese beauties. She has handsome canons visit this woman, also. And from Carlton House Terrace there roll up carriages bearing a fair burden of feminine beauty, and from Princes Gardens and Belgrave Square there are many representative women who are anxious to look like the Japanese Junos. The woman who performs this miracle for the society women of all physical cultures. Having spent six months in Japan, studying the beauty rules and the health laws, she feels that she is entitled to some consideration in the matter of both price and social distinction. And so it happens that those who come to her must come prepared to pay a great deal of money and give up a great deal in the way of homage when they enter they know they must leave pride behind, for the treatment is destructive to one's self-conceit.

Said a handsome woman from the court of Belgium: "I have traveled all this way to have my complexion doctored. And now I find myself compelled to wait while madame attends to six other patients. There is no such thing as social distinction here. But," she added, with a beaming smile, "it is well worth the while, even though I am not treated like a princess."

Becoming Japanese Beauties.

Nor are English women the only ones who long to be changed from their natural state into the Japanese, for American women visit this woman, also. And from Carlton House Terrace there roll up carriages bearing a fair burden of feminine beauty, and from Princes Gardens and Belgrave Square there are many representative women who are anxious to look like the Japanese Junos. The woman who performs this miracle for the society women of all physical cultures. Having spent six months in Japan, studying the beauty rules and the health laws, she feels that she is entitled to some consideration in the matter of both price and social distinction. And so it happens that those who come to her must come prepared to pay a great deal of money and give up a great deal in the way of homage when they enter they know they must leave pride behind, for the treatment is destructive to one's self-conceit.

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Recently one of the members of Queen Alexandra's family visited the Bond street place. "I can do nothing at all for you. You are not sufficiently careful in your diet," said the woman. "But if you will go away and follow the rules laid down in this book I may be able to take your case. Study them faithfully

for two months. Then come back to me."

The rules in the book were so apparently simple that the woman laughed as she read them. They were these, copied word for word from the pamphlet:

"Eat meat once a day.

"Eat fish once a day.

"Eat all the eggs you want and at all hours.

"Drink nothing with your meals.

"Eat no candy.

"Take nothing fried.

"Drink a cup of tea, weak and hot, four times a day, but not with your meals.

"Never eat for at least four hours before going to bed.

"Sleep very warm.

"Bundle up when you go out. But never sit down to read or write or sew in a very hot room.

"Exercise five miles a day.

"Do not retire before midnight.

"If you go to bed early, then get up early. Never take more than seven hours in bed.

"Deep busy. Don't sit idle. Keep your mind occupied. Have an aim in life and aim at it all the time.

"Surround yourself with pictures of your ideals. Have Japanese prints around you. Study the life of the Japanese women and try to think you are living the simple life."

Don't Go to Extremes.

These rules, while apparently very easy to carry out, are not so easy after all. And the woman, after many failures, managed to get through two months of them. When she returned for treatment her complexion and her figure were so much improved that she needed little or no care. "You have done it yourself," said madame. "Now, be cautious and do not go to extremes, for there are follies as well as fads in the Japanese beauty line."

Among the follies to which women who are Japanese crazy can go can be mentioned the folly of lifting the eyebrows. To give them the faintly querulous look is the aim of the woman who wants to look like a Japanese. The eyebrows must be lifted and the eyes must be massaged to give the Japanese look to them.

Lifting my lady's eyebrows has now become one of the most prized beauty's arts. It is not a difficult operation and it is one that is practiced constantly by London beauty physicians. The eyebrows are lifted and the face takes on a more youthful look. It is done like this:

Across the top of the forehead, right along the roots of the hair, there is cut a delicate slit. Then a little slice of skin is cut, a very narrow strip, not more than an eighth of an inch in width. And the skin is sewed up again and is secured with sticking plaster. There is still another way. The skin is slit and lapped, making a sort of seam. When it is healed the scar is hardly visible and is covered by the hair.

Not only are the eyebrows lifted in this manner, but wrinkles are taken out of the forehead and the face is younger. It is very pretty art.

Some women who have gone Japanese mad are making the face perfectly smooth as velvet without the sign of a blemish. Unlike the Spanish beauty there is no down upon the upper lip and the woman who wants to look like a Japanese must have this down taken off.

Of course, there is no way of doing this to compare with the electric needle.

Silks and Jewels From the Orient Greatly in Vogue.

But It's the Complexion That Pleases Women the Most.

Massage an Important Aid in Attaining Results.

And the woman who is clever will provide herself with an outfit so that she can remove the superfluous hair herself at home. She will buy a small galvanic battery, one of the kind that can be used for many purposes and she will add to it a needle outfit which consists of an electric needle and a needle holder. She will want a wrist electrode and a set of cords. With these she can work herself.

She will apply the needle in a scientific way. She will gently prick the skin. Then she will turn on the current and turn it off again very quickly. She will now pull the needle out and with it will come the hair. It has been killed right at the very root. It takes time, but it is well worth it.

Perhaps she will prefer to use other methods of removing the superfluous hair and there are dozens of ways, each way having its own merit. And when she has finished she will want to go over her skin with an electric roller to make her face plumper. There are many things she can do with electricity, even to the combing and brushing of her hair and the electrifying of the scalp.

The Japanese woman does not resort to electricity. She has a skin that is smooth by nature and her mode of life tends to keep it smooth.

There are society women who go to the extreme of trying to tint the skin a light brown. In the summer time they trust to the action of the sun, and in the winter time to the wind. But where these fail and the face is mottled they delicately stain the entire skin a very light olive. Olive colored powders come to apply to the olive skin. And the deep brunette can keep herself well supplied with all things to preserve her brunette beauty.

There are lessons to be learned from this Japanese fad, and valuable beauty lessons they are, too. One is that a smooth, clear complexion is always admired. And another is that neatness of hair and skin and a good contour are better than classic beauty.

With these beauty tips a woman who wants to be good-looking can go to work upon her features and surely bring forth something which will be counted a very great improvement.

If she is studying the Japanese fad she must not forget to dress her hair in Japanese fashion, for it is upon her picturesque style of hair-dressing that the Japanese beauty largely depends.

PREVENT COLDS

By Never Overeating and Taking Plenty of Exercise in the Open Air.

"I never catch cold, unless I overeat and stay indoors."

"What do you mean? Everybody takes colds or less. Colds depend upon sudden changes of temperature. If you don't expose yourself, you don't get colds; if you do, you catch them."

"Yes, but that is only one of those partial truths which are often very misleading when falsehood."

"Well, you may learn the lesson partly from dogs and other animals. When they are kept indoors and wrongfully or overfed they are liable to colds just as 'clogged body.' Given pure blood and free blood-vessels, no colds are possible."

"Suppose I believe you, and wanted to arrive at the condition of 'no colds,' how long would it take me?"

"It would depend upon how much 'clogging' there is in your body, and how thoroughly you adopt a natural mode of living in order to be free from it."

"Well, for an average person?"

"The average person might do it in three months, if he did not mind the discomforts which necessarily attend too rapid a process. If you are clearing out a stagnant pool you cannot avoid stirring up some mud. Nature acts surely, but not often rapidly. You can get rid of a symptom quickly by shifting disease about from one part of the body to another, but generally speaking 'quick cures are quick cures.'"

"Do not cure a cold; they only hide it and put it back."

"Do you never catch cold, though?"

"Yes, I eat too heartily and get little exercise. I am sure to have a cold. Nature gets rid of the surplus from me and makes me healthy again."

"Well, you would have to talk a long while to me before you could go on to cut down my meals in exchange for the prospect of being free from colds in six months' time."

"I expected you would say that. But you might bear in mind that, although nature at first gives only gentle hints that she must be obeyed, she has a nasty habit, if her hints are disregarded, of taking one by the ear later on and enforcing obedience in a very drastic manner."

The Use of Accessories.

It is time the summer girl took thought for her hot-weather wardrobe. If she is to be carefree to enjoy the season when it comes, and she is taking thought, "I never found it easier," said one of them, "to plan out my gowns, because of the quantities of lively materials at small prices. And then the accessories! They contain such possibilities."

"I wish," she said, "I were going to have tub roses. I'm having a lot of morning and country frocks in linen and lawn and dimity and gingham and that sort of thing, made with very plain short skirts and the simplest of blouses. I'm having a lot of the pretty collars and cuffs and gimpes and collars with long front bands and frills to run down the blouse from all the way to the belt. They make the plain blouses tremendously pretty, and though they won't all wash well, I can take them off easily, and there's the plain dress to be tubbed. I consider it an improvement on frocks whereon the furrows are undetachable."

SOME ESPECIALLY APPROPRIATE CHRISTENING GIFTS FOR BABY

Choosing a gift for the recently arrived baby is among the most cherished of a woman's pleasures, and presents for a child's first birthday party, the christening, are marvels of feminine ingenuity and careful consideration. The rich grandmother, renewing motherhood days in her new grandchild, hastens to have the infant's name inscribed over a comfortable bank account. Adoring aunts bring all the skill of their needle craft to the evolution of the hand-embroidered christening robes.

Hand-embroidered christening gifts, including the dainty robe, all show designs in marguerites this season, spring flowers suggesting the springtime of life. Heart-shaped baby pillows have sheer linen slips which show garlands of daisies. Underpieces for silk and fancy coats are made of white china silk, lined with wool wadding and tufted in Marguerite design. Silk blankets for the baby carriage also show tiffings in flower design, and are finished with a wide satin ribbon.

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The Electric Roller Will Give You the Round Cheeks of the Japanese Beauty.



Inlaid Mahogany.

Those who consider the marvels of marquetry above all else in the way of beauty in woodwork are sure to fall in love with a six-piece set in mahogany.

Though the design of the exquisite inlay is thoroughly carried out, it is perhaps the easiest admired on the bed top, where the space makes lengthy elaboration possible. Mother of pearl, sawed into any number of shapes, and bits of olive wood and satin wood in innumerable forms go to make the intricate design. These bits of wood are given their shadings, some of them very dark, by being burnt in sand. And with such nicety as they are fitted into the elaborately cut out veneer! The veneer stands for figure beauty. It is fitted down the center. The background is solid mahogany.

White Tulle Scarf.

It is very much the fashion to wear a white tulle scarf with a decollete gown in the theaters or at the opera, and this is very becoming to the shoulders, more so than lace, or even gauze, which is apt to look a little "dragged." Tulle, of course, must be fresh, and herein lies all its beauty.

A fringe of silver or gold can easily be applied to each new edition of this fragile wrap, and serves to keep its volatile properties in hand (or rather, on the shoulders, where they should be displayed).

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